

Pros & Cons of Renting Email Lists for Management, Executive & Professional Programs

What you need to know, or may want to know, about rented email lists:

Privacy is #1 Pro and Con

Unlike a postal list, you never see the rented email list. The owner (or list manager) has a third party service bureau that broadcasts your message and then provides you with a tracking report – deliverability, open rate and click throughs by URL. They use a third party service bureau to comply with privacy law and the CAN-Spam Act and to avoid any potential of the email records being used without authorization.

Federal law in the U.S. is very specific and restrictive on dos and don'ts of email. The CAN-Spam Act of 2003 is enforced by the FTC.

Cost is Con #1

The average business email list (HR execs, project managers, supply chain, etc.) is at least \$300 per M (thousand), plus a \$100 per M transmission charge, plus \$10-\$50 per M for selection charges like geography, titles, company size. And they all have a minimum order of at least 5,000. (The owner sets this, not us.) Add that up and it costs at least \$2,250 to blast your email message to 5,000 professionals. (Consumer email is typically much less.)

HTML is Con #2

You have to have someone create the html email message (Dreamweaver, Adobe Go Live, etc.) and test the links and host the images, logo and photos. The list owner needs to see this to approve your email, as well as to conduct transmission tests.

Missing Your Audience is Con #3

Most rented email lists are only a third to half the size of their postal/snail version. So even when you think you have found a great email list, you are not even reaching many of your potential registrants

Copywriting is Con#4

It's not the same as brochures, letters and postcards. Many differences. The key imperatives are the From and the Subject line. Test them both with your inhouse list before renting an email list for the same or similar program offering.

Response is Con #5

What do you expect the email to do – create inquiries or registrations? What are you willing to pay per inquiry or registration? If snail mail creates leads at a cost of \$50 each (just an example), then your email will have to generate at least 45 of them. Be wary of anyone that is confident that rented email is that cost effective.

ProEd Corporation • InfoLists, Inc.

1730 Stickney Point Road, Sarasota, FL 34231-8845 • (941) 921-5455 • Fax (941) 923-2374 • info@proed.com

ProEdInfoLists

Suppression is Con #6

List owners are required to offer you file suppression services – they will suppress your in-house email file and any of your in-house opt-outs from the rented email broadcast. You obligated to do so (if you confess to having such a file), and they charge a flat fee for this, usually \$150. At the least you may have to sign an affidavit that you have no internal list of opt-outs.

Speed is Pro #1

If you can live with Con 1 & 5, and have the expertise for Con 2, 3 &4, give rented email a test to see if you can make it work. It is a fast way to get a message out to a potential audience.

Audience Demographics are Pro #2

If you are prospecting to an audience that lives and breathes IT and email 12 hours a day you have a higher probability of success. If your audience spends the day in meetings and managing, chances are they only read the “must-read” emails.

Cost is Pro #3

Yes, cost – if you can make it work better than the postal mail. As long as you can isolate and measure the revenue return on per M marketing cost, ROI, your analysis will give you the answer.

Inquiries are Pro #4

Can work well for events like EMBA info sessions, catalog and calendar requests. Analysis of inquiries is different. Typically you are comparing the cost per inquiry for different marketing activities in an effort to identify the lowest cost per inquiry source of qualified leads.

Those are the essentials. Perhaps you should FORWARD this to others who have asked you about renting email lists.

Bottom-line is this:

If your want to rent postal OR email lists from experts who know the Pros and Cons, and who only work with colleges and universities (for over 20 years) email or call us now.

We look forward to hearing from you soon.

Phil Graf and Debbie Young
pgraf@proed.com and dyoung@proed.com

ProEd Corporation • InfoLists, Inc.

1730 Stickney Point Road, Sarasota, FL 34231-8845 • (941) 921-5455 • Fax (941) 923-2374 • info@proed.com

Copyright, 2009. Philip R. Graf